

# R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK

## Women's Smart Novelty Gauntlets

**\$2.89, \$3.89 and \$5.44**



"Costume gloves," that is what they really are, these suede or lace gauntlets. Some have an elastic at the wrist, others have a strap or clasps, and such distinctive little touches as chenille embroidery or metal stitching make them a fitting complement to the smartest costume.

In white, black, brown, gray and champagne, with contrasting shades.

Macy's—Main Floor, Center, Broadway.

## A Timely Sale

### Pure Linen Table Damasks and Towels

**Pure Linen Damask, \$1.79 yard**  
A heavy, serviceable, satiny quality, in three attractive designs. Silver-bleached. 69 inches wide.

**Hemstitched Cloths and Napkins**  
Of fine snow-white satiny pure Irish linen damask in four handsome circular patterns.

Cloths, 66x66 inches, \$6.94 each  
Cloths, 66x86 inches, 7.94 each  
Cloths, 66x104 inches, 9.44 each  
Napkins, 20x20 inches, 9.74 dozen

**Pattern Cloths and Napkins**  
Made in Scotland of pure flax yarns, they are especially durable, snowy and satiny. In circular patterns.

Cloths, 70x70 inches, \$6.24 each  
Formerly \$7.24 each  
Cloths, 70x90 inches, \$7.74 each  
Formerly \$8.74 each  
Napkins, 24x24 inches, \$9.44 dozen  
Formerly \$10.89 dozen

### Damask Table Cloths

Of extra heavy silver-bleached pure linen damask in three attractive designs. Hemmed ready for use.

51x51 inches, \$3.19 each  
63x63 inches, 4.19 each

### Hemstitched Huck Towels, 49c each

Of sturdy, absorbent, bleached pure linen huck, with neat key borders. 18x34 inches.

### Fine Huck Towels

**\$1.98 each**

Formerly \$3.19 each

Of extremely fine snow-white and satiny pure Irish linen huck. Wide damask borders with monogram space. Hemstitched. 25x41 inches.

Macy's—Second Floor, Center, Rear.



Sale of

**Sonora**  
THE INSTRUMENT OF QUALITY  
CLEAR AS A BELL

Minuet Model Phonographs

**\$129.00**

Lowest Verified Price Elsewhere, \$175.00.

An Actual Saving of \$46.00.

Every machine is new and in perfect condition. It is guaranteed and will be kept in repair by us for one year without charge.

Cabinet is mahogany finished—48 3/4 inches high, 22 1/2 inches wide, and 22 1/4 inches deep. Any make of record may be played.

Other Sonora Phonographs in our stock at lowest-in-the-city prices are:

### Upright Models

Model	List Price	Our Price
Etude	\$100.00	\$84.25
Imperial	150.00	119.00
Nocturne	160.00	128.00
Baby Grand	200.00	169.00

Several other models in both upright and console styles.

### Consoles in Period Styles

Model	List Price	Our Price
Italian Renaissance Special	\$200.00	\$169.00
Adam Special	200.00	169.00
Hepplewhite	200.00	169.00
Marquette	125.00	112.00
Lafayette	165.00	141.00
Pembroke	165.00	141.00
Louis XV.	315.00	256.00

Macy's—Fourth Floor, 34th Street, Rear.

## BLOUSES DESIGNED BY ARTISTS

IMPORTED blouses which tell whimsical little stories of Japanese altars and exotic French blossoms in their own bead and embroidery language.

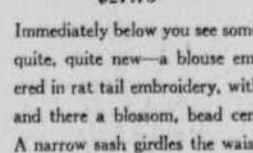
There are many models of fine quality Crepe de Chine in a flower-like variety of shades, and in a satisfactory size range.



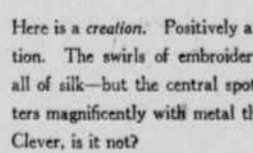
At the left is a blouse of "more than Oriental splendor"—for in addition to the scene depicted on the front in brilliant mercerized thread embroidery, the looped and circled motif about the bottom, neck and sleeves might possibly be called Byzantine. \$27.75



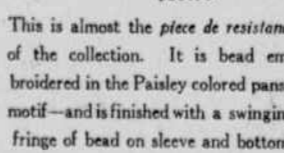
And at the right we have a blouse that is French as French can be. You could tell that by looking at the charming sleeve. The stripes are a sort of metal cord—and the flowers are embroidered in silk braid—most effectively, too. \$30.75



Immediately below you see something quite, quite new—a blouse embroidered in rat tail embroidery, with here and there a blossom, bead centered. A narrow sash girdles the waist. \$32.75



Here is a creation. Positively a creation. The swirls of embroidery are all of silk—but the central spot glitters magnificently with metal thread. Clever, is it not? \$30.75



This is almost the piece de resistance of the collection. It is bead embroidered in the Paisley colored pansy motif—and is finished with a swinging fringe of bead on sleeve and bottom. \$30.75



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Macy's—Third Floor, 34th Street, Front.



We Announce the Opening of Our New Section of

## Hair Bands and Dress Garnitures

"Metal—metal—metal!" says the mode, and so in our opening of this new section we present glittering wreaths and hair ornaments of gold or silver—lovely clusters of sparkling eaves and floral ornaments for evening wear. Dress garnitures, too, are gold or silver, or gorgeously hued silk with metal leaves or centers.

Our prices, which are consistently lowest-in-the-city:  
Hair Bands from \$1.49 to \$9.84  
and Garnitures from \$2.97 to \$10.89.

Macy's—Main Floor, Center.

## New Autumn Velvets Of Elegance and Fashion

Chiffon Dress Velvets, \$5.94 yard

Exquisitely lustrous in texture, this charming all-silk velvet is to be had in 35 street and evening shades, including black. 42 inches wide.

Black Chiffon Dress Velvets, \$3.96 to \$13.48 yard

Never has black velvet been more in fashion, whether for street or evening costumes. We have weights and qualities for every purpose. 39 inches wide.

Colored Velvets for  
Millinery and Trimming  
\$1.98 to \$3.29 yard

Black Velvets for  
Millinery and Trimming  
\$1.69 to \$4.29 yard

Macy's—Second Floor, 34th Street, Front.



## Women's Corduroy Robes

For Winter-Day Comfort

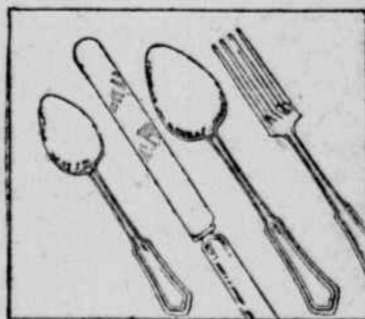
Specially priced.

**\$5.74**—Attractive model of wide wale corduroy, with Tuxedo collar, two pockets, and tie sash of self material. Lined throughout with dotted mull. In purple, Copenhagen, rose, and lavender. 36 to 44. Illustrated center.

**\$8.74**—This good-looking robe employs novelty corduroy, and pockets, sleeves and a long collar bound in satin. In purple, Copenhagen, American Beauty and lavender. Lined throughout. 36 to 44. Illustrated right.

**\$11.74**—Paisley satin has been used as a trimming on the cuffs and pockets, around the collar and down the front of this well tailored corduroy robe. Finished with silk cord girdle. In purple, Copenhagen, American Beauty and lavender. Lined throughout. 36 to 44. Illustrated left.

Macy's—Third Floor, 34th Street, Center.



## Nickel Silver Tableware

Our Exclusive Belwood Design

Attractively Priced

For practical day-in-and-day-out service few types of tableware offer such constant satisfaction as this nickel silver flatware—and the beauty of the Belwood design makes it neatly attractive too.

Tea Spoons Six for 44c  
Table Spoons and Forks Six for 88c  
Knives—Nickel plated, with steel blades  
Six for \$1.04

Macy's—Basement, 34th Street.

For the Macy Grocery Advertisement See Page 19

## Special Sale of 3,400 Corsets

**\$1.84**

Elastic Girdles

Sectional Corsets  
Heavier Boned Styles

Light Belts



An opportunity to purchase the correct type of corset for every need, from a comfortably light corset to wear at home to a carefully boned model for dress wear.

Girdles, 12, 14 and 16 inches in length, hook front. Some back lace. Some with front sections of satin, brocade and coutil. For the woman who prefers a corset there are models in broche, with long straight skirts, low bust, well boned. Many front lace models are made of good quality pink silk broche.

Sizes 21 to 32, not all sizes in each model.



Macy's—Third Floor, 34th Street.

Introducing in Fascinating Variety—In Black and Colors

## Smart New Wool Fabrics

For Fall and Winter Costumes, Coats and Frocks

NEVER before have we been able to show a collection of winter fabrics so rich or varied. There are the smartest Scotch plaid-back coatings in delightful color combinations, trim English tweeds, and soft French fabrics with a difference of their own. And from our best American makers the incomparably rich, supple and velvety Marvella, Gerona, Tarquina, Marleen and Veldyne in the most alluring of the season's colors. Fur cloths also, of course, immensely in demand, smart novelty skirtings, and innumerable others in fashionable shades.

We select for special mention at exceptional prices:

Black Chiffon Broadcloth  
\$2.74 yard

Usual price \$3.19 yard  
Soft and supple in texture and extremely smart. 54 inches wide.

Black Costume Broadcloth  
\$1.94 yard

Usual price \$2.49 yard  
Sponged and shrunk, ready to make up. 47 inches wide.

Black French Twill

\$1.59 yard

An all-wool serge, sponged and shrunk. 54 inches wide.

Black Velour

\$2.84 yard

Usual price \$3.19 yard  
Especially suitable for two-piece suits and capes. Sponged and shrunk. 54 inches wide.

Black Caracul Cloth

\$5.44 yard

Usual price \$6.24 yard  
Extremely smart for jackets, coats and trimmings. 48 inches wide.

Black Dress Velvet

\$1.98 yard

Usual price \$2.29 yard  
A fine twill-back quality of this smart fabric, high in fashion for the autumn season. 36 inches wide.

Navy Blue Tricotine

\$2.64 yard

Usual price \$2.97 yard  
Sponged and shrunk. An excellent quality. 54 inches wide.

Navy Blue Costume Serge

\$1.64 yard

Usual price \$1.98 yard  
In the correct weight and shade for street wear. Sponged free of charge upon request. 54 inches wide.

Navy French Twill Serge

\$1.44 yard

Especially suitable for children's and misses' garments. All wool, sponged and shrunk. 47 inches wide.

Navy Blue Cheviot

\$1.44 yard

Usual price \$1.98 yard  
Will stand the roughest wear. 54 inches wide.

Octave Chenille

98c yard

An interesting new corduroy, in many charming colors, for house or street wear. 36 inches wide.

Imported Challis

94c yard

In unusually charming new designs and color combinations.

Macy's—Second Floor, 34th Street, Front.

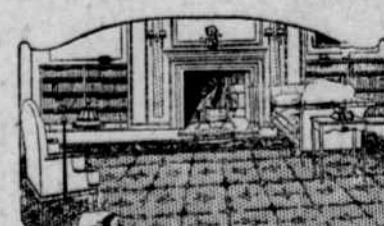
## Imported Wiltons in Oriental Designs

At Distinctly Low Prices

Whether you put these rugs in the dining room, living room or library, you will be immediately impressed by their individuality of pattern and charm of color scheme. And when you come closer to examine them carefully, you will be impressed by their excellence of workmanship. Patterns are executed in Persian and Chinese effects. Basic groundworks in blue, gray, taupe, and ivory.

27 in. x 54 in., \$8.94  
6 ft. 9 in. x 9 ft., 49.50

9 ft. x 10 ft. 6 in., \$76.75  
9 ft. x 12 ft., 83.75



## Inlaid Linoleum

Special,  
\$1.39 per square yard  
Marked for a quick clearance. Tile and carpet effects, suitable for home or office.

## Seamless Axminster Rugs

Choosing your rugs from this assortment will be a delight because the designs are so good looking, the colors so pleasing, the quality so high—and the prices so low! Types adaptable for any room in the home.

18 in. x 36 in., \$2.79  
27 in. x 60 in., 5.24  
36 in. x 63 in., 6.59  
8 ft. 3 in. x 10 ft. 6 in., 51.50

9 ft. x 12 ft., \$58.25  
3 ft. x 9 ft., 15.24  
3 ft. x 12 ft., 19.48  
3 ft. x 15 ft., 21.74

Macy's—Fourth Floor, Front.